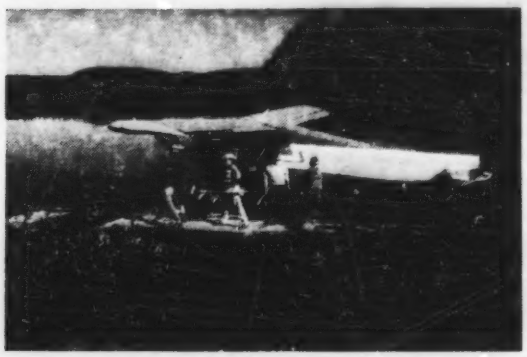
1999 YUKON VISITOR EXIT SURVEY

EXIT SURVEY PROFILES



MAIN SURVEY RESULTS

102-06839/

EXIT SURVEY PROFILES

MAIN SURVEY RESULTS

The Yukon Visitor Exit Survey was a joint project of the Yukon Government's Department of Tourism and the Yukon Bureau of Statistics.

This report presents selected figures from the 1999 Yukon Visitor Exit Survey. For further information on the 1999 Yukon Visitor Exit Survey contact the Industry Services Branch of the Department of Tourism at:

Government of Yukon
Department of Tourism
Industry Services Branch (L-1)
Box 2703
Whitehorse, Yukon
Y1A 2C6
Phone: (867) 667-5449
Fax: (867) 393-7005
Email: robert.clark@gov.yk.ca
Website: www.tirc.gov.yk.ca

For further information about the activities or publications of the Yukon Bureau of Statistics contact:

Government of Yukon
Executive Council Office
Bureau of Statistics (A-8C)
Box 2703
Whitehorse, Yukon
Y1A 2C6
Phone: (867) 667-5640
Fax: (867) 393-6203
Email: ybsinfo @gov.yk.ca
Website: www.yukonweb.com/government/ybs/

Please note: permission is granted to use the contents of this publication provided acknowledgement is given to:

Government of Yukon
Department of Tourism

INTRODUCTION

From June to September of 1999 a major survey of visitors was undertaken by the Yukon Bureau of Statistics on behalf of the Yukon Government's Department of Tourism. This survey, referred to as the Visitor Exit Survey (VES), sought answers from visitors on a wide variety of questions relating to their Yukon visit. A comparable survey was run in 1987 and 1994. Many of the results in the 1999 survey are compared to results from the 1994 survey in this report.

The VES was administered to visitors as they left the Yukon for the last time.

A brief report on the preliminary results of the VES was released in the fall of 2000. Preliminary results from the regional visitor exit survey were also released in the fall of 2000.

The current report will provide more detailed results from the VES and parallel the series of regional reports on the nine Yukon tourism regions (Campbell, Carcross/ Southern Lakes, Klondike, Kluane, North Yukon, Silver Trail, Teslin, Watson Lake, and Whitehorse).

Other reports from the 1999 VES series include the nine regional reports, a regional summary report, as well as a technical paper describing the methodology used in the survey.

TABLE OF CONTENTS

	PAGE
INTRODUCTION	3
TABLE OF CONTENTS	5
HIGHLIGHTS	6
YUKON TOURISM REGIONS	9
HOW MANY VISITORS CAME TO THE YUKON ?	10
WHO MADE THE VISITS ?	11
WHAT DID THE VISITORS DO WHILE IN THE YUKON ?	14
WHAT WERE THE LOGISTICS OF THEIR STAY ?	17
HOW DID THEY ENJOY THEIR STAY WHILE IN THE YUKON ?	18
HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON ?	20
HOW DID THEY PLAN FOR THEIR VISIT ?	26
APPENDIX ONE - VES QUESTIONAIRE	29
APPENDIX TWO - DETAILED TABLES	37

HIGHLIGHTS

HOW MANY VISITORS CAME TO THE YUKON ?

- In 1999, **232,766** *visitors* came to the Yukon, up 25,966 or 13% from 1994 (206,800).
- Visitors travelled in groups or parties. In 1999, **98,854** *visitor groups or parties* stopped in the Yukon. This was up 10,754 or 12% from 1994 (88,100).
- On average there were **2.4** *visitors* in each group or party. In 1994, there were 2.3 *visitors* in each group or party.

WHO MADE THE VISITS ?

- **53%** of *visitors* were men; **47%** of *visitors* were women.
- **10%** of *visitors* were younger than 18 years of age; **40%** were between 18 and 54; and **50%** were older than 54.
- **16%** of *visitor parties* were from Canada; **12%** were from overseas; and **72%** were from the U.S.A.
- **42%** of Canadian *visitor parties* were from British Columbia; **37%** of overseas *visitor parties* were from Germany; and **26%** of *visitor parties* from the U.S.A. were from Alaska.

WHAT DID THE VISITORS DO WHILE IN THE YUKON ?

- **81%** of *visitors* to the Yukon were on a pleasure trip.
- **48%** of *visitor parties* travelled within the Yukon by car, truck or van.
- **15%** of *visitor parties* rented a vehicle to travel within the Yukon.
- The **most frequently** mentioned activity was visiting natural attractions.

WHAT WERE THE LOGISTICS OF THEIR STAY ?

- **39%** of *visitor parties* to the Yukon stayed for one night to two nights; **31%** stayed for three to five nights.
- The largest percentage of *visitor parties* **(43%)** stayed in hotels or motels.
- The second largest percentage of *visitor parties* **(39%)** stayed in campgrounds.

HIGHLIGHTS

HOW DID THEY ENJOY THEIR STAY WHILE IN THE YUKON ?

- **29%** of *visitors* said that the most **positive** thing about their visit to the Yukon was the scenery.
- **32%** of *visitors* said that the most **negative** thing about their visit to the Yukon was nothing.
- When asked what would make them stay longer in the Yukon, **47%** of *visitors* said 'time' (meaning that if they had more time available they would be able to stop in the Yukon longer).
- Just under half **(49%)** of *visitors* to the Yukon rated their trip as 'better than expected', **43%** rated their trip 'as expected' while only **3%** rated their trip as 'worse than expected' (5% did not respond to the question).
- **87%** of *visitors* felt they had received 'value for their money' during their trip to the Yukon.

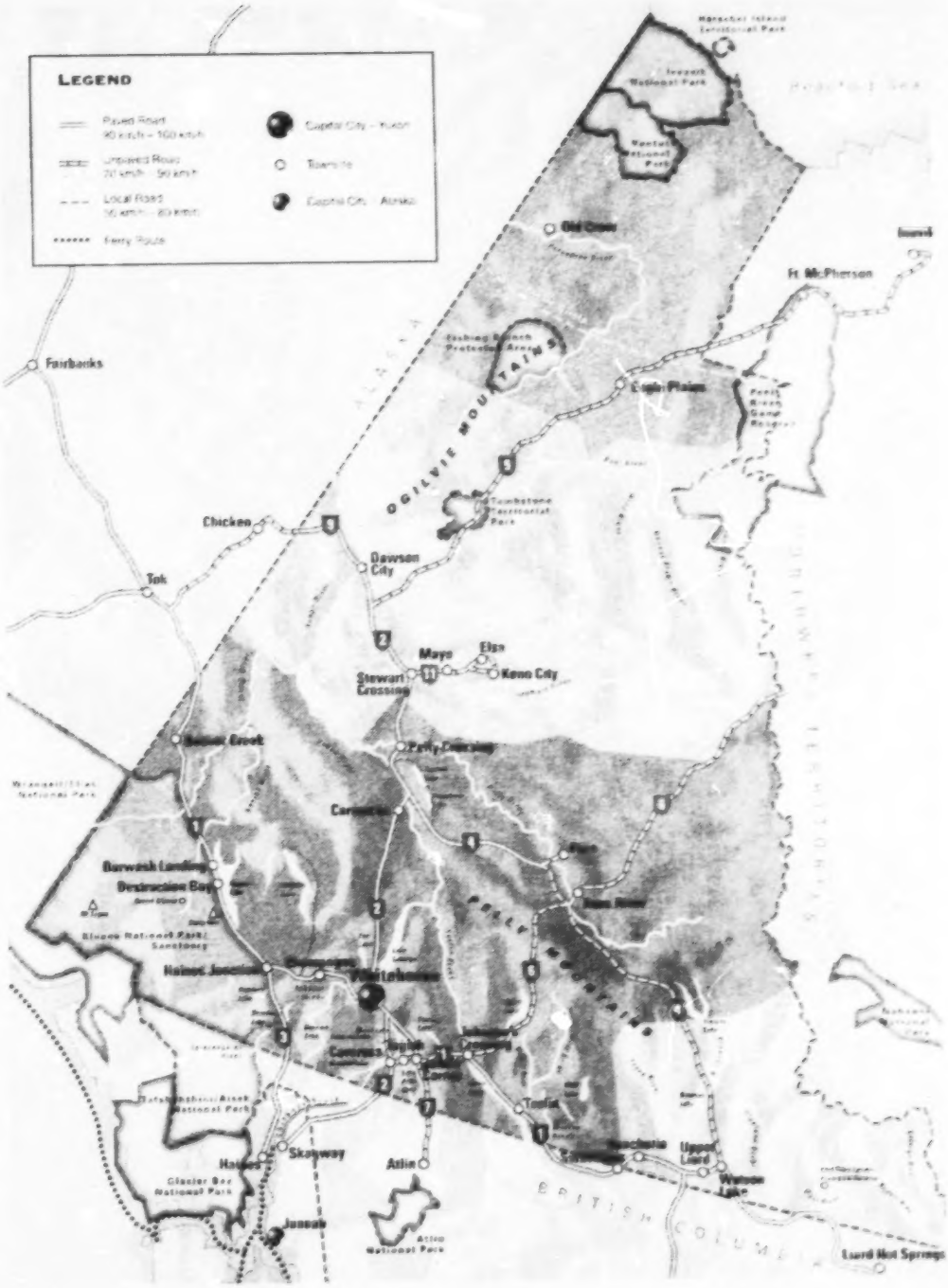
HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON ?

- Spending by *visitors* to the Yukon totalled approximately **$62,678,042**, up $12,468,859 or 25% from 1994 ($50,209,183 expressed in 1999 dollars).
- The typical amount spent by each *visitor party* during their visit to the Yukon was **$422**.
- **69%** of *visitor parties* spent in excess of $100 each night of their stay.
- Each *visitor* who stayed a night in the Yukon spent on average **$74**.
- Overseas *visitor parties* spent on average **$671** during their visit to the Yukon; Canadian *visitor parties* spent **$775**; and *visitor parties* from the U.S.A. spent on average **$333**.
- **45%** of visitor spending in the Yukon was by *visitor parties* travelling by car, truck or van.
- The highest average expenditure in the Yukon was by *visitor parties* travelling by boat **($932)**.
- Looking at a typical expenditure of $100 by a *visitor* shows that the highest amount spent was for transportation **($29)**. *Visitors* from the U.S.A. spent the most on transportation **($30)**.

HOW DID THEY PLAN FOR THEIR VISIT ?

- **60%** of *visitor parties* decided to visit the Yukon sometime in 1999.
- **29%** of *visitor parties* purchased a prepaid package trip.
- **25%** of *visitor parties* travelled in an organized tour group.
- The **Milepost** magazine was the most frequently mentioned source of information *visitor parties* used in planning their trip.

YUKON TOURISM REGIONS

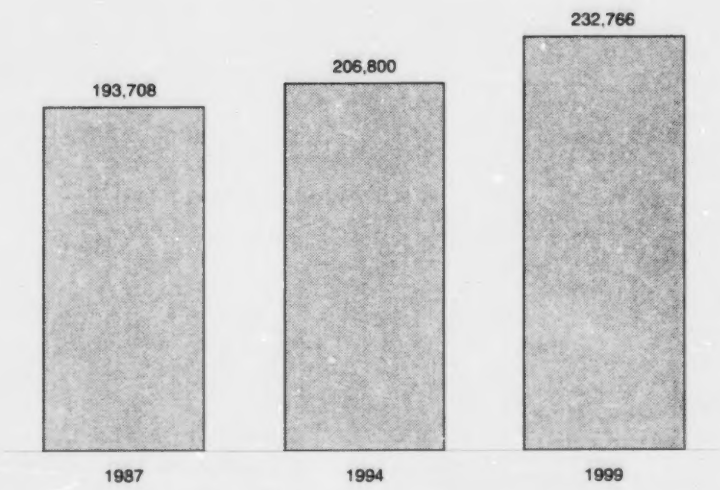


HOW MANY VISITORS CAME TO THE YUKON ?

How many visitors came to the Yukon?

In 1999, 232,766 visitors came to the Yukon (June to September). This is an increase of 25,966 or 13% over the 1994 figure of 206,800. Since 1987, the number of visitors has increased by 20% (39,058).

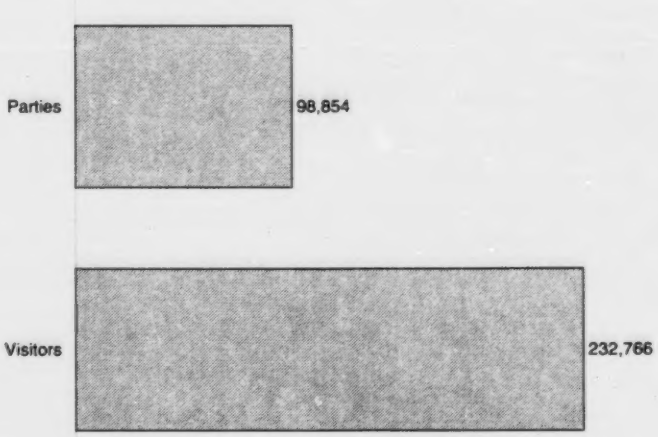
Visitors to the Yukon

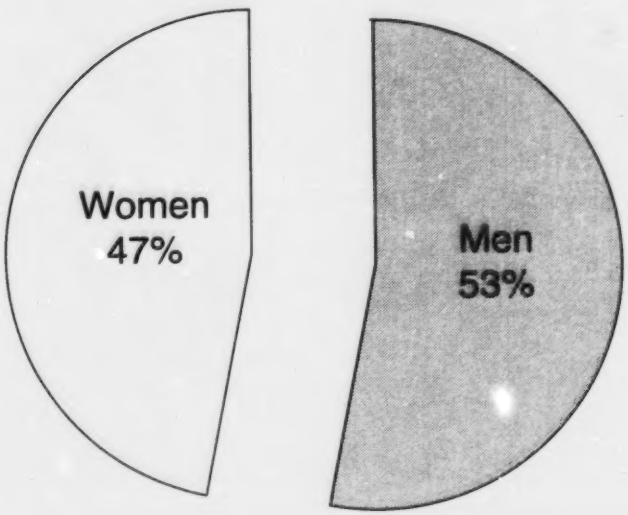


Visitors were asked how many people were travelling with them in their immediate travel party, sharing expenses, experiences or decisions. The chart on the right shows the number of travel parties who visited the Yukon compared to the total number of visitors. In 1999, 98,854 travel parties comprised of 232,766 visitors came to the Yukon.

In 1994, 88,100 travel parties comprised of 206,800 visitors came to the Yukon.

Parties and Visitors to the Yukon





A breakdown of visitors to the Yukon shows that 47% were women (all ages) and 53% were men.

In 1994, 49% of all visitors to the Yukon were women and 51% were men.

Age Categories	Men	Women	Total
Younger than 12	5%	7%	6%
12 to 17	5%	3%	4%
18 to 24	6%	5%	5%
25 to 34	11%	8%	10%
35 to 44	13%	12%	13%
45 to 54	12%	13%	12%
55 to 64	22%	30%	26%
Older than 65	26%	22%	24%
Total	**100%**	**100%**	**100%**

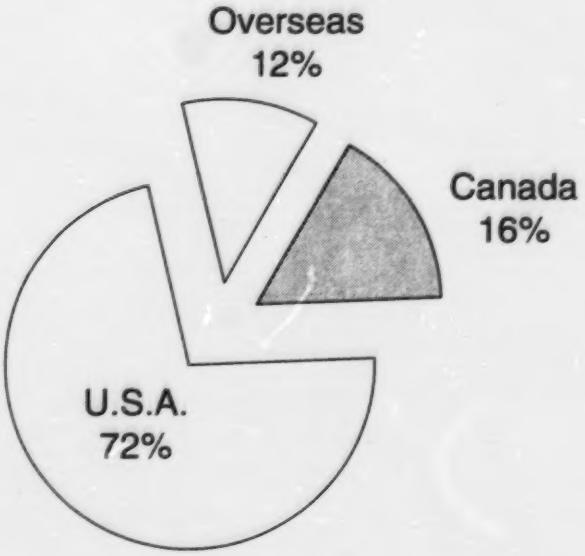
Looking at the age of visitors to the Yukon, approximately 10% were younger than 18 years of age, 40% were between 18 and 54 years old and 50% were older than 54.

In 1994, 11% of all visitors to the Yukon were younger than 18 years of age, 48% were between 18 and 54 years old and 41% were older than 54.

WHO MADE THE VISITS?

Of the 98,854 parties or groups of visitors to the Yukon, 70,927 or 72% were from the U.S.A., 15,751 or 16% were from Canada, and 11,819 or 12% were from overseas (357 or less than 1% did not state their origin).

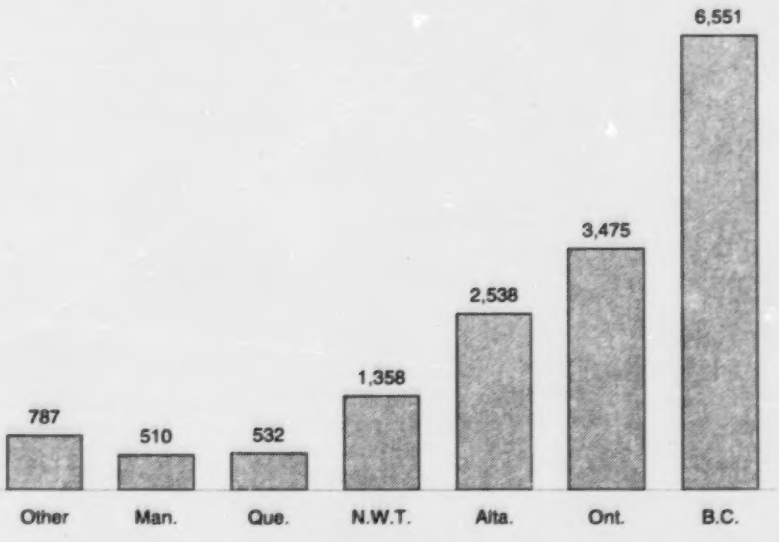
In 1994, 88,100 parties visited the Yukon, 64,327 or 73% were from the U.S.A., 15,329 or 17% were from Canada, and 8,426 or 10% were from overseas (18 or less than 1% did not state their origin).



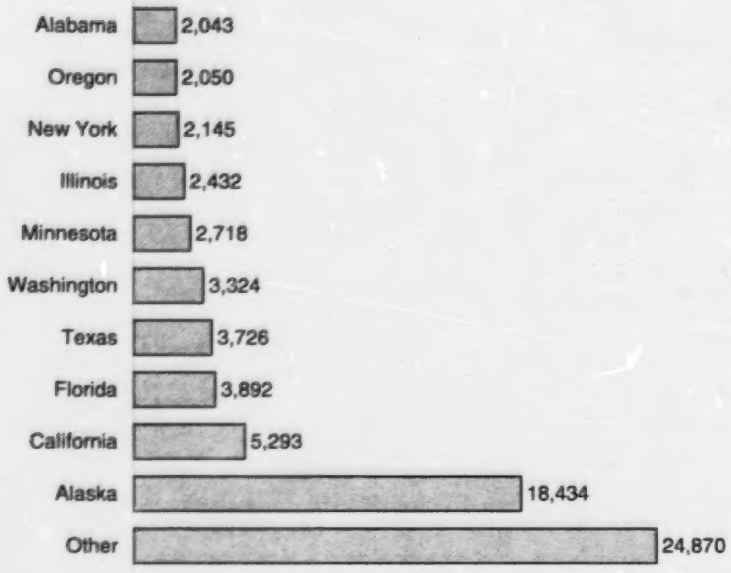
Of the 15,751 parties of Canadian visitors to the Yukon, 42% were from B.C., 22% were from Ontario, 16% were from Alberta and the remaining 20% were from other provinces.

In 1994, 15,329 parties from Canada visited the Yukon, 6,111 or 40% were from B.C., 3,725 or 24% were from Alberta and 3,158 or 21% were from Ontario. The remaining 2,335 (15%) Canadian visitor parties were from other provinces.

Visitors from Canada to the Yukon



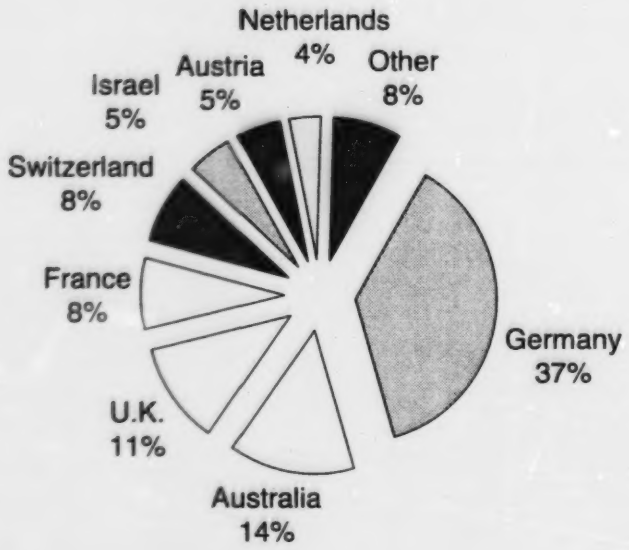
Visitors from the U.S.A. to the Yukon



Of the 70,927 parties of American visitors to the Yukon, the three most frequently mentioned states were Alaska (26% of all American parties), California (7%), and Florida (6%). The remaining 43,308 (61%) American visitor parties were from other states.

In 1994, 64,327 American visitor parties came to the Yukon. The three most frequently mentioned states were Alaska (25% of all American parties), California (9%), and Washington (4%).

Visitors from Overseas to the Yukon



Of the 11,819 parties of overseas visitors to the Yukon, 4,392 were from Germany, 1,669 were from Australia, 1,358 were from the United Kingdom, 962 were from France, 922 were from Switzerland, and 2,516 were from other countries.

In 1994, 8,426 overseas visitor parties came to the Yukon. 2,871 (34%) were from Germany, 1,091 (13%) were from Australia, 793 (9%) were from Austria, 715 (9%) were from the United Kingdom and 2,956 (35%) were from other countries.

WHAT DID THE VISITORS DO WHILE IN THE YUKON ?

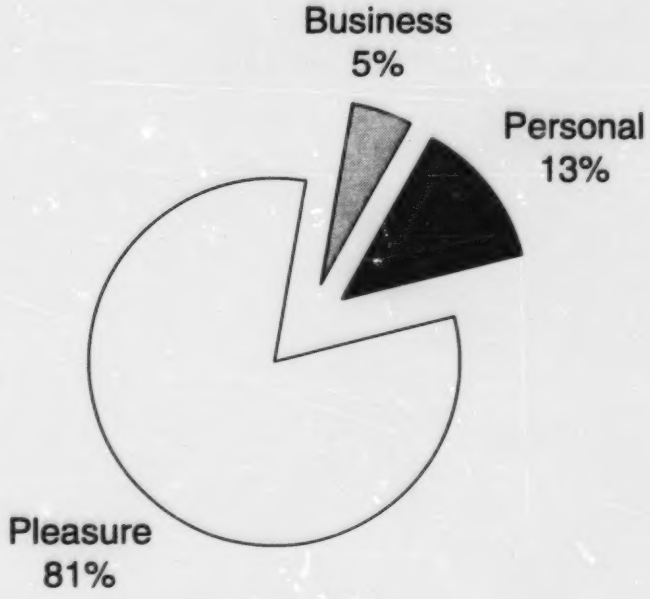
What was the purpose of their trip to the Yukon?

Of the 232,766 visitors to the Yukon, 188,693 or 81% were visiting for pleasure, 30,002 or 13% were visiting for personal reasons and 12,420 or 5% were visiting for a business purpose (1,651 or 1% did not state their trip purpose).

A breakdown of the business purpose visitors to the Yukon is shown in the table below: business incentive travel accounted for 1%, conventions/ conferences 2%, government business 28%, corporate business 37%, and other business travel 32%.

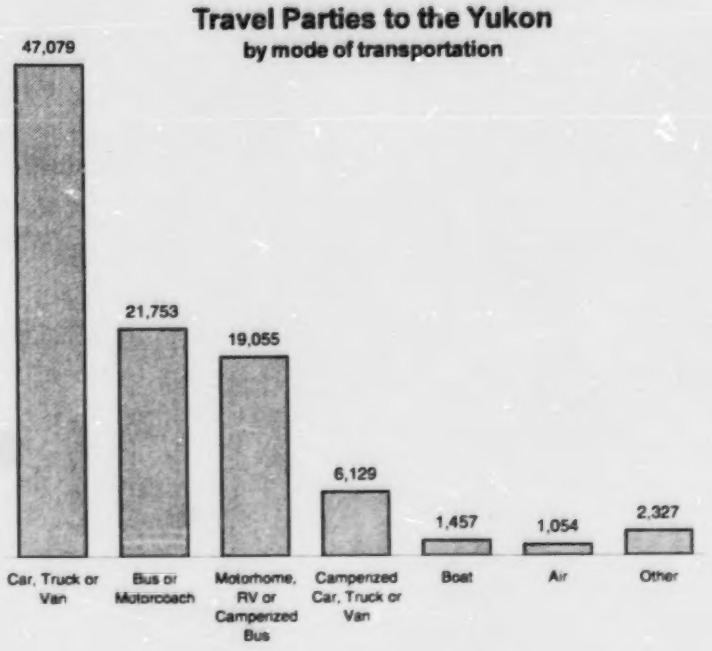
A breakdown of visitors to the Yukon for personal reasons shows that: illness accounted for 2%, funerals 4%, work/ job 10%, relocation 55%, and other personal travel 29%.

Pleasure purpose visitors to the Yukon break down as follows: less than 1% to participate in or attend events, 1% to attend arts or cultural events, 3% for wilderness adventure, 8% to visit friends or relatives, 8% to experience Yukon history, 72% for touring and 7% for other pleasure travel.



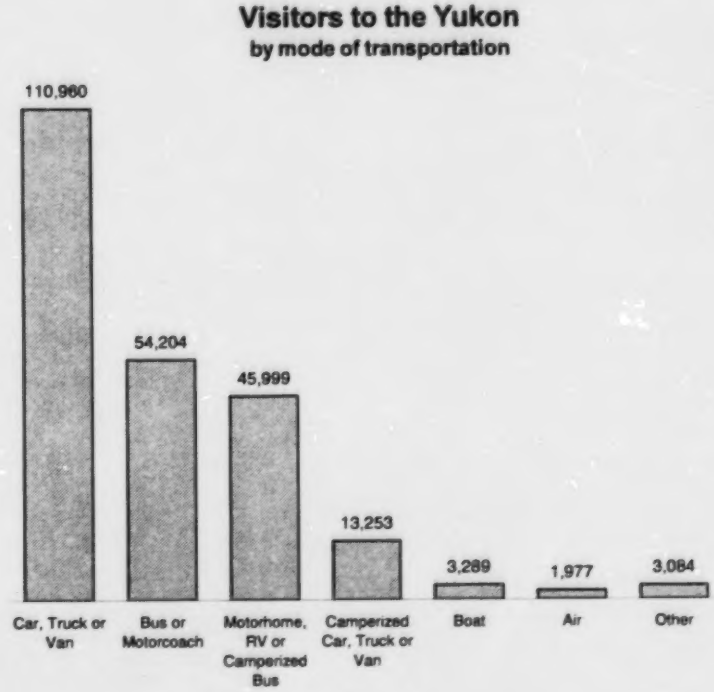
Business Travel	
Business Incentive Travel	121
Conventions/ Conferences	264
Government Business	3,651
Corporate Business	4,803
Other	4,295
Total	**13,134**
Personal Travel	
Illness	689
Funeral	1,256
Work/ Job	3,645
Relocation	19,828
Other	10,608
Total	**36,026**
Pleasure Travel	
Participating In/ Attending Events	964
Attending Arts/ Cultural Events	3,189
Wilderness Adventure	7,173
Visiting Friends/ Relatives	18,778
Experiencing Yukon History	19,005
Touring	167,150
Other	15,778
Total	**232,037**

Note: visitors were able to respond in more than one 'business', 'personal' or 'pleasure' category.



How did they travel within the Yukon?

The graph on the left shows that, of the 98,854 tourist groups or parties who visited the Yukon, 47,079 or 48% travelled within the region by car, truck or van, 21,753 or 22% travelled by bus or motorcoach, 19,055 or 19% travelled by motorhome, RV or camperized bus, 6,129 or 6% travelled by camperized car, truck or van and 4,838 or 5% used other means of travel.



Looking at the number of visitors who came to the Yukon (232,766) and how they travelled within the region, 48% used a car, truck or van, 23% travelled by bus or motorcoach, 20% travelled by motorhome, RV, or camperized bus, 6% travelled by camperized car, truck or van and 3% used other means of transportation.

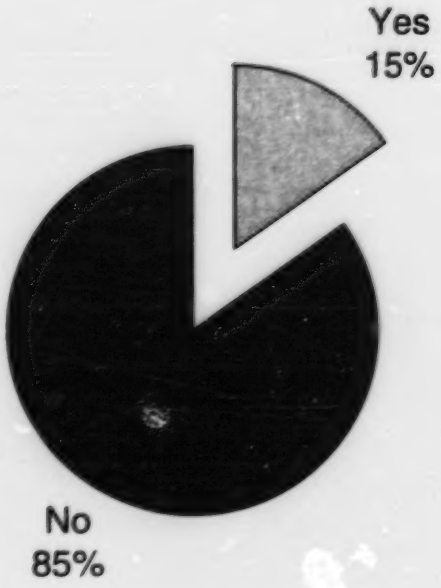
WHAT DID THE VISITORS DO WHILE IN THE YUKON ?

Did they use a rented vehicle to travel within the Yukon?

The pie chart on the right shows that 15,190 or 15% of the 98,854 tourist groups or parties who visited the Yukon rented a vehicle.

In 1994, 12,584 or 14% of the 88,100 tourist groups or parties who visited the Yukon rented a vehicle.

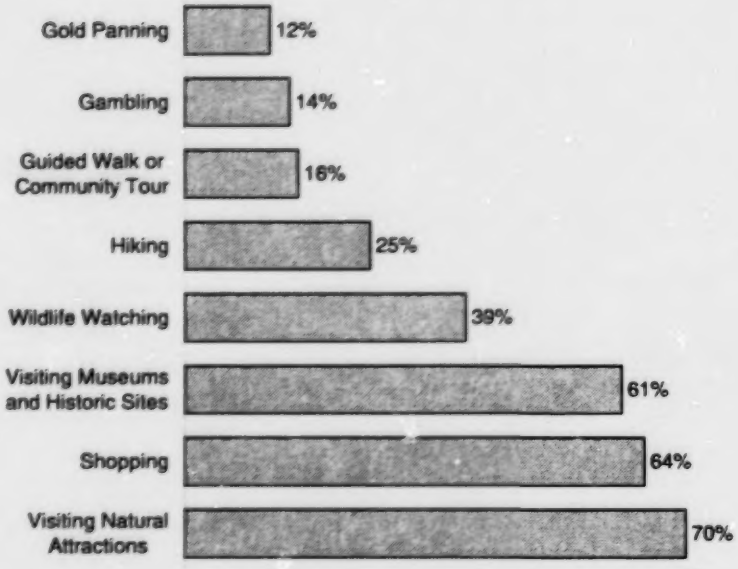
Parties Using a Rental Vehicle in the Yukon



What attractions or activities did they take part in while visiting the Yukon?

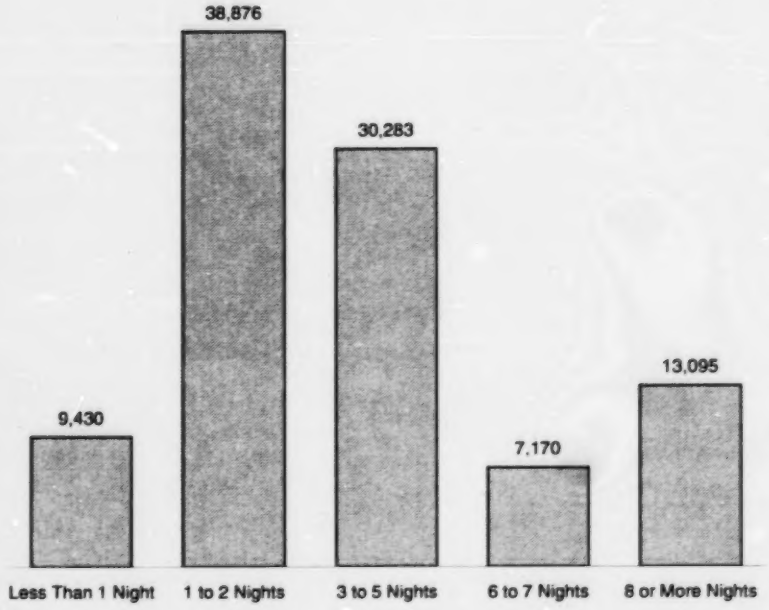
The graph on the right shows the percentage of visitors taking part in each of the activities listed. The three categories mentioned most often by visitors were:

1) Natural Attractions: 70%
2) Shopping: 64%
3) Museums: 61%



Note: visitors were asked to list as many attractions or activities as they thought appropriate. The figures in the graph above show how often an activity was mentioned by visitors. Many visitors reported doing nothing or not having enough time to participate in any activities.

WHAT WERE THE LOGISTICS OF THEIR STAY ?



The chart on the left shows the number of nights visitor parties stayed in the Yukon. Over 39% of all visitor parties who visited the Yukon stayed for a duration of 1 to 2 nights.

Looking at length of stay in the Yukon by origin of the visitor group or party shows:

- 14% of Canadian parties stayed 1 to 2 nights;
- 50% of American parties stayed 1 to 2 nights; and
- 12% of overseas parties stayed 1 to 2 nights.

Type of Accommodation	Number of Parties	Percentage of Parties
Bed & Breakfast	2,020	2%
Camping in the Bush	2,349	2%
Lodge/ Camp/ Cabin	2,778	3%
Friends/ Relatives	5,367	5%
Roadside/ Pullout	6,423	6%
Government Campground	17,954	18%
Commercial Campground	21,194	21%
Hotel/ Motel	42,795	43%
Not Stated	19,222	19%
Other	2,298	2%

The largest proportion of parties to the Yukon stayed in hotels/ motels (43%). This was followed by those who stayed in campgrounds (39%). Readers should note that 19% of visitor parties did not state the type of accommodation they used.

Note: visitor parties may have used more than one type of accommodation.

HOW DID THEY ENJOY THEIR STAY WHILE IN THE YUKON ?

What was the most positive thing/ most negative thing about your visit ?

Visitors were asked to provide the most positive thing and the most negative thing about their visit to the Yukon. The most positive thing mentioned more than any other was scenery - the most negative thing mentioned more than any other was nothing.

In 1994, the most positive thing mentioned was scenery (43%) - the most negative thing mentioned was nothing (28%).

Positive Aspects	
Scenery	29%
People	15%
Wildlife	10%
Weather	8%
Mountains	4%
Transportation	4%
Services	4%

Negative Aspects	
Nothing	32%
Transportation	18%
Weather	5%
Insects	5%
Accommodations	4%
Cost of Gas	4%
Services	3%

What would make you stay longer?

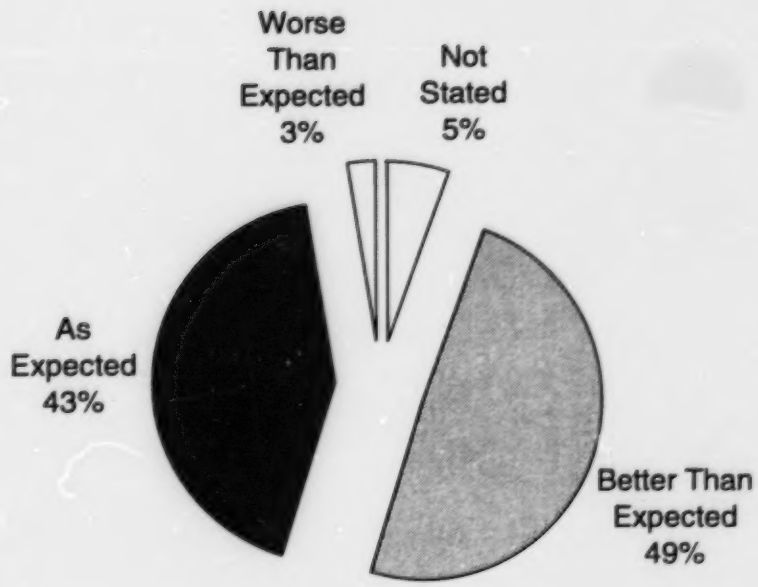
When asked what would make them stay longer in the Yukon, the most common response of visitors (47%) was 'time', meaning that if they had more time available they would have been able to stop in the Yukon longer.

In 1994, the most common response of visitors was also 'time' (41%).

Stay Longer	
Time	47%
Money	4%
Weather	2%
Cost	2%
Services	1%
Fishing	1%

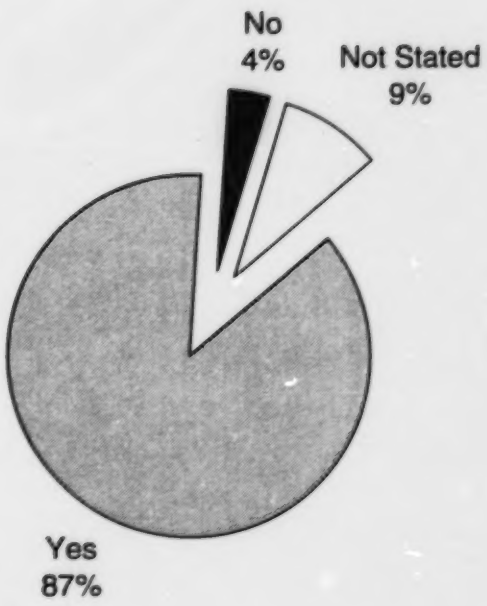
Note: visitors were asked if there was anything that would have encouraged them to spend more time in the Yukon and 51,448 or 22% out 232,766 visitors to the Yukon said 'nothing'. The figures in the table do not include visitors that responded 'nothing'.

HOW DID THEY ENJOY THEIR STAY WHILE IN THE YUKON ?



How would you rate your visit to the Yukon?

As the chart on the left shows, 49% of visitors to the Yukon rated their trip as 'better than expected', 43% rated their trip 'as expected', while only 3% rated their trip as 'worse than expected' (5% did not respond to the question).



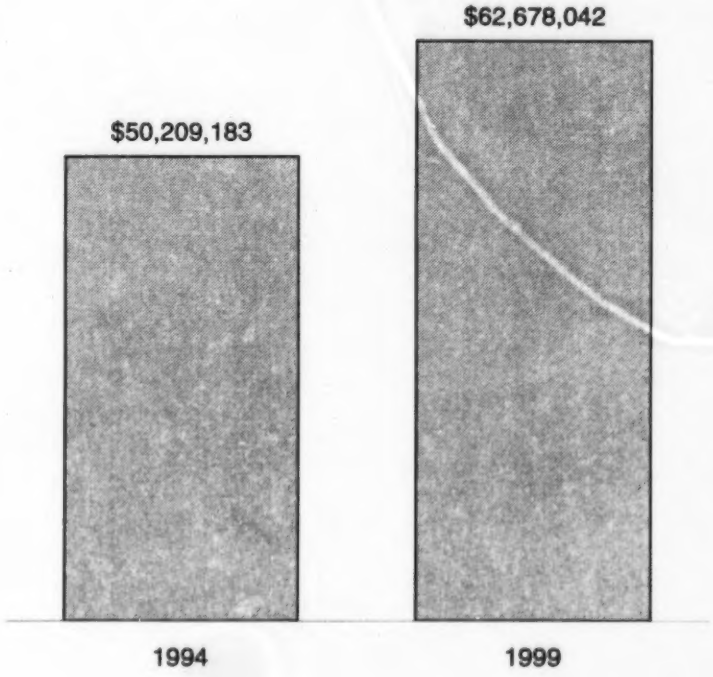
How would you rate your visit to the Yukon in terms of 'value for your money'?

When asked if they had received value for their money during their trip to the Yukon, 87% of visitors said 'yes' and 4% of visitors said 'no' (9% of visitors did not respond to the question).

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON ?

What did visitors to the Yukon spend in total?

As the graph on the right shows, spending by visitors to the Yukon totalled $62,678,042. This is up $12,468,859 or 25% from 1994 when visitors spent a total of $50,209,183 (expressed in 1999 dollars) in the Yukon.



What was the typical amount spent by each tourist party during their visit to the Yukon?

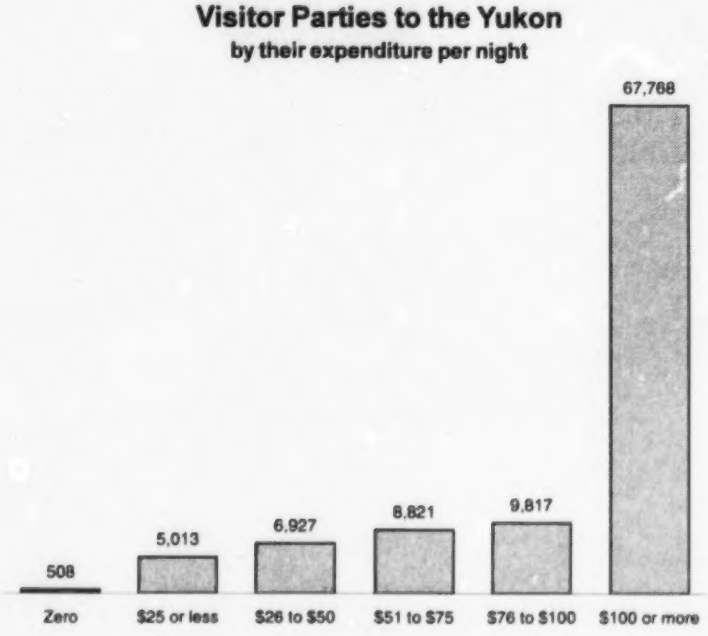
In 1999, the typical amount spent by each tourist party during their visit to the Yukon was $422. This is up from the 1994 figure of $338 per tourist party.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

$422

Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure - a simple average (total spending divided by the number of visitor parties) yields a figure of $634.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON ?



What was the expenditure by tourist party each night of their stay in the Yukon?

Of the 98,854 visitor parties to the Yukon:

- 67,768 or 69% spent in excess of $100 per night;
- 9,817 or 10% spent between $76 and $100 per night;
- 8,821 or 9% spent between $51 and $75 per night;
- 6,927 or 7% spent between $26 and $50 per night;
- 5,013 or 5% spent $25 or less; and
- 508 or less than 1% spent nothing.

How much was spent per person per night?

$74

In 1999, each visitor who spent a night in the Yukon spent on average $74. This is up from the 1994 figure of $70 per person per night.

Note: in order to avoid results which could be misleading, extremely high spenders and extremely low spenders have been eliminated for the purpose of calculating the above figure.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

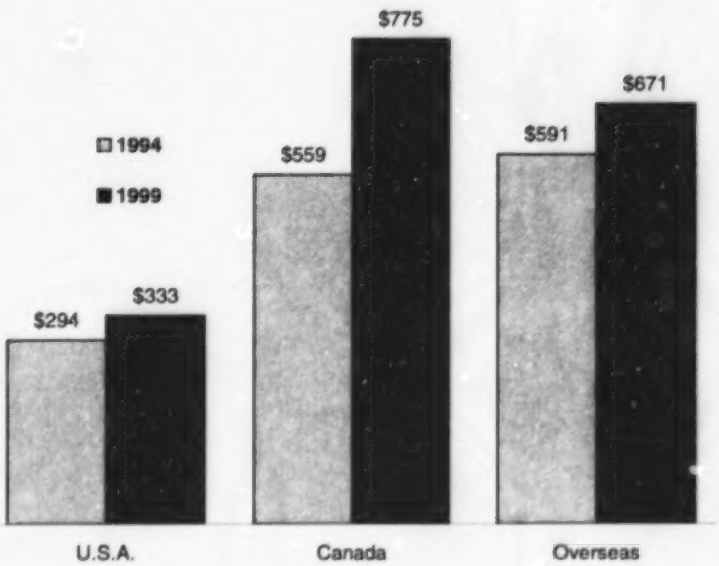
HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON ?

Expenditures in the Yukon by Origin

The graph on the right shows the expenditure by visitor party by origin of the party. For instance, the middle column of the graph, Canada, shows that visitor parties from Canada spent on average $775 during their visit to the Yukon.

In 1994, the average expenditure by visitor parties to the Yukon from the U.S.A. was $294. Visitor parties from Canada spent $559 and visitor parties from overseas spent on average $591.

A further breakdown of the 1999 figures for each of the three origins in the above graph (U.S.A., Canada and overseas) is shown in the tables to the right.



	Total Expenditure	Average Expenditure
B.C.	$5,996,228	$567
Ontario	$3,764,990	$722
N.W.T.	$2,790,766	$2,029
Alberta	$2,295,006	$675
Quebec	$825,801	$1,288
Manitoba	$396,717	$650
Saskatchewan	$300,354	$815
Other	$281,280	N/A
Total	**$16,651,142**	**$775**

	Total Expenditure	Average Expenditure
Alabama	$1,079,267	$548
Alaska	$6,404,830	$234
California	$3,301,144	$456
Florida	$1,446,496	$307
Illinois	$726,809	$276
Michigan	$838,124	$391
Minnesota	$1,112,633	$355
New York	$1,294,146	$349
North Carolina	$612,343	$479
Ohio	$1,008,399	$475
Oregon	$996,321	$351
Pennsylvania	$892,347	$504
Texas	$2,558,467	$529
Washington	$1,801,035	$345
Wisconsin	$573,212	$338
Other	$7,908,819	N/A
Total	**$32,554,392**	**$333**

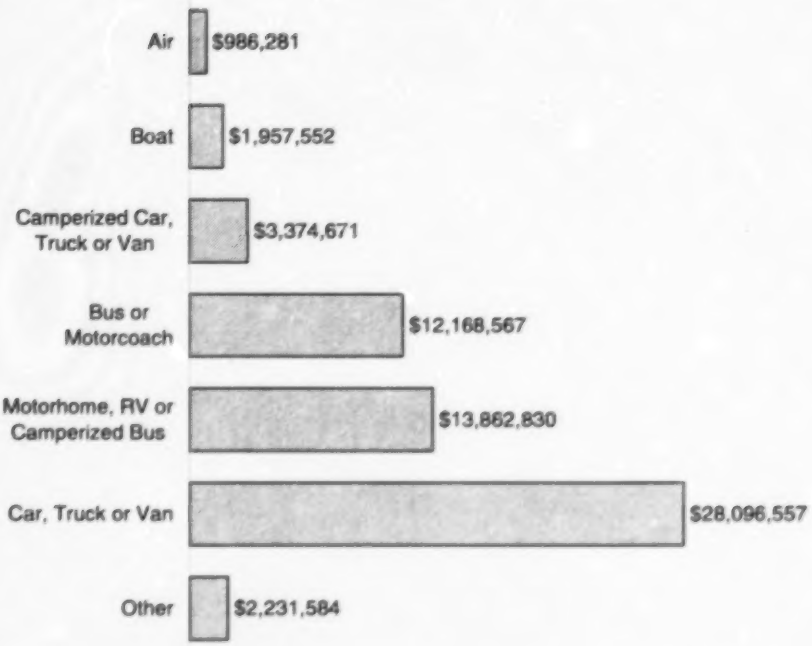
	Total Expenditure	Average Expenditure
Germany	$7,388,076	$1,025
U.K.	$1,158,819	$822
Switzerland	$1,068,692	$755
Australia	$897,356	$398
France	$635,031	$700
Austria	$622,694	$623
New Zealand	$302,943	$1,118
Netherlands	$269,947	$616
Italy	$187,258	$1,413
Other	$634,202	N/A
Total	**$13,165,018**	**$671**

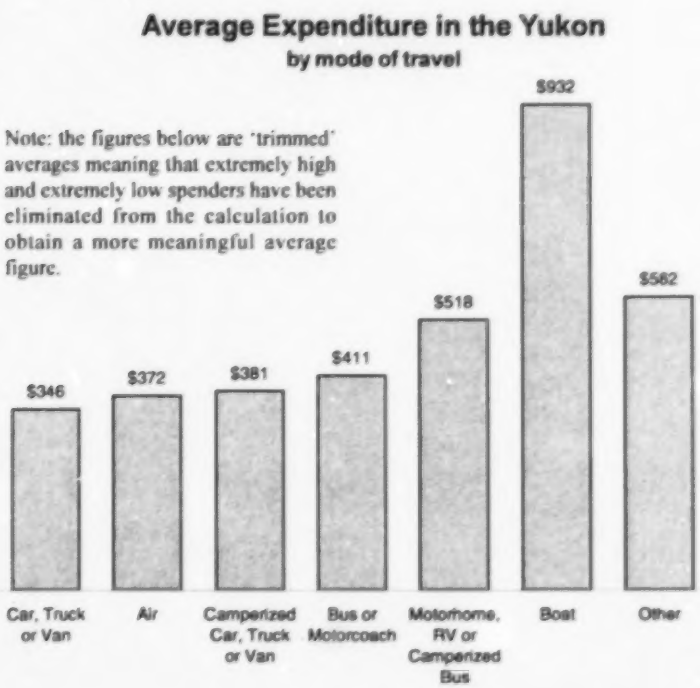
Note: $397,490 of the total spending in the Yukon was by visitors who did not state their origin.

Note: these figures are 'trimmed' averages meaning that extremely high and extremely low spenders have been eliminated from the calculation to obtain a more meaningful average figure.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON ?





Expenditures in the Yukon by Mode of Travel

The graph on the left shows the expenditure by visitor party by mode of travel while in the Yukon. Of the total amount spent in the Yukon by all visitor parties ($62,678,042):

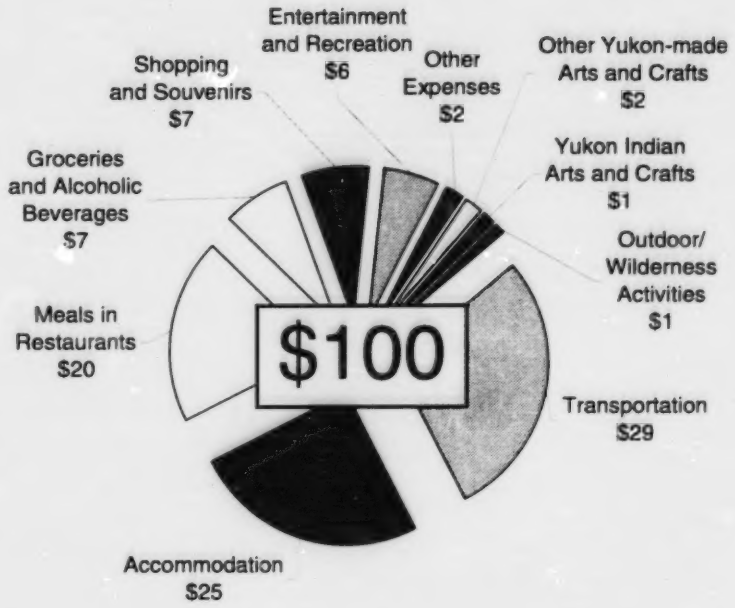
- $28,096,557 or 45% was spent by visitors travelling by car, truck or van;
- $13,862,830 or 22% was spent by visitors travelling by motorhome, RV or camperized bus;
- $12,168,567 or 19% was spent by visitors travelling by bus or motorcoach;
- $3,374,671 or 5% was spent by visitors travelling by camperized car, truck or van;
- $1,957,552 or 3% was spent by visitors travelling by boat;
- $986,281 or 2% was spent by visitors travelling by air; and
- $2,231,584 or 4% was spent by visitors travelling by other modes of travel.

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON ?

What did visitors spend their money on?

The graph on the right shows what visitors spent their money on while visiting the Yukon. In general, every $100 spent by a visitor was divided up as follows:

- $29 out of the $100 was spent on transportation;
- $25 was spent on accommodation;
- $20 was spent on restaurant meals;
- $7 was spent on groceries and alcoholic beverages;
- $7 was spent on shopping and souvenirs;
- $6 was spent on entertainment and recreation;
- $2 was spent on other expenses;
- $2 was spent on other Yukon-made arts & crafts;
- $1 was spent on Yukon Indian arts & crafts; and
- $1 was spent on outdoor/ wilderness activities.



The table below shows how spending varied depending on the origin of visitors. Spending is shown as so many dollars out of every $100 spent. For instance, $26 out of every $100 spent by visitors from Canada was spent on transportation as compared to $30 for visitors from the U.S.A.and $22 for overseas visitors.

	Visitor Origin		
	Canada	**U.S.A.**	**Overseas**
Transportation	$26	$30	$22
Accommodation	$21	$25	$29
Groceries and Alcoholic Beverages	$12	$6	$8
Meals in Restaurants	$19	$20	$17
Outdoor/ Wilderness Activities	$1	$1	$4
Entertainment and Recreation	$4	$6	$5
Yukon Indian Arts and Crafts	$2	$1	$3
Other Yukon-made Arts and Crafts	$3	$2	$3
Shopping and Souvenirs	$10	$7	$7
Other Expenses	$2	$2	$2
Total	**$100**	**$100**	**$100**

HOW MUCH DID THEY SPEND ON THEIR VISIT TO THE YUKON ?

	Car, Truck or Van	Camp. Car, Truck or Van	Motor home, RV or Camp. Bus	Bus or Motor coach	Boat	Air	Other
Transportation	$35	$47	$42	<$1	$18	$16	$17
Accommodation	$19	$13	$10	$54	$12	$21	$28
Groceries and Alcoholic Beverages	$8	$12	$12	$1	$8	$9	$11
Meals in Restaurants	$20	$13	$16	$24	$18	$33	$23
Outdoor/ Wilderness Activities	$1	$1	$1	<$1	$10	$2	$7
Entertainment and Recreation	$4	$3	$6	$11	$2	$4	$2
Yukon Indian Arts and Crafts	$1	$1	$2	<$1	$2	$1	$1
Other Yukon-made Arts and Crafts	$2	$2	$2	$2	$4	$2	$3
Shopping and Souvenirs	$7	$6	$7	$7	$25	$11	$6
Other Expenses	$3	$2	$2	$1	$1	$1	$2
Total	**$100**	**$100**	**$100**	**$100**	**$100**	**$100**	**$100**

The visitors who spent on average the greatest proportion of their visitor dollars on each type of expense were:

Camperized car, truck or van visitors spent $47 out of every $100 on transportation;

Bus or motorcoach visitors spent $54 out of each $100 on accommodation;

Camperized car, truck or van visitors spent $12 out of each of $100 on groceries and alcoholic beverages;

Air visitors spent $33 out of each $100 on meals in restaurants;

Boat visitors spent $10 out of each $100 on outdoor/wilderness activities;

Bus or motorcoach visitors spent $11 out of each $100 on entertainment and recreation;

Motorhome, RV or camperized bus visitors spent $2 out of each $100 on Yukon Indian arts and crafts;

Boat visitors spent $4 out of each $100 on other Yukon-made arts and crafts;

Boat visitors spent $25 out of each $100 on shopping and souvenirs; and

Car, truck or van visitors spent $3 out of each $100 on other expenses.

Did visitor spending vary with the type of transportation visitors used?

The question could be clarified with a specific example such as, 'Did visitors who travelled in a motorhome spend their money differently than visitors who travelled by bus or motorcoach?' The table on the left provides a breakdown of a typical $100 spent by visitors, categorized by the type of transportation they used in the Yukon. For instance, looking at spending on accommodation:

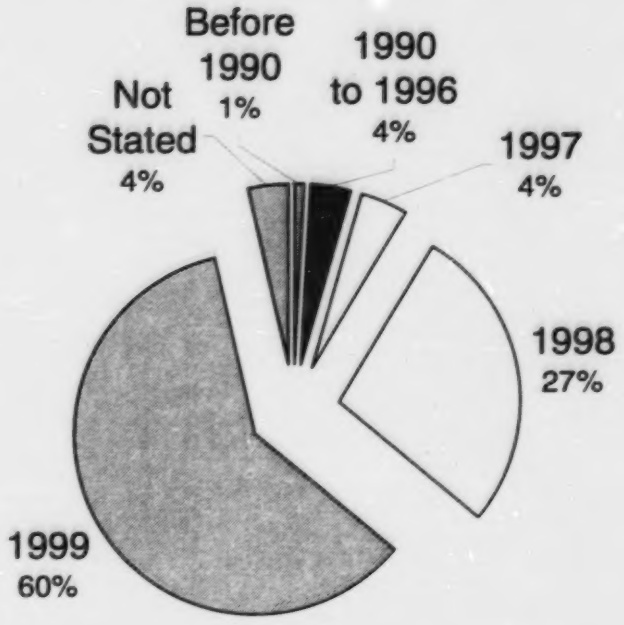
- visitors travelling by car, truck or van spent on average $19 on accommodation out of each $100 they spent;
- visitors travelling by camperized car, truck or van spent on average $13 out of each $100;
- visitors travelling by motorhome, RV or camperized bus spent $10 out of each $100;
- visitors travelling by bus or motorcoach spent on average $54 out of each $100; and
- visitors travelling by other means of transportation spent on average $28 out of each $100.

HOW DID THEY PLAN FOR THEIR VISIT ?

When did they decide to visit the Yukon?

The graph on the right shows that 60% of visitor parties decided to visit the Yukon sometime in 1999. A further breakdown shows that 28% of visitor parties decided to visit the Yukon between January and April 1999 and 32% decided to visit between May and September 1999.

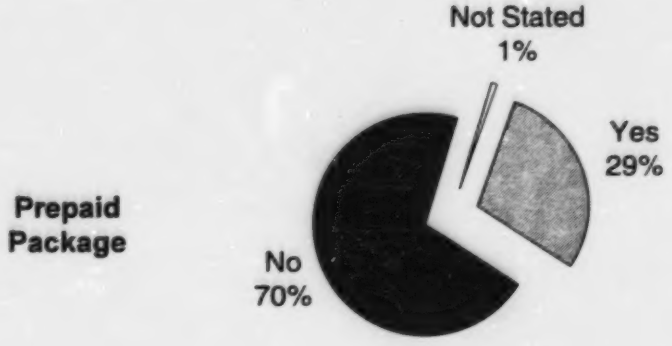
In 1998, 28% of visitor parties decided to visit the Yukon while prior to 1998 only 8% of visitor parties had decided on visiting the Yukon.

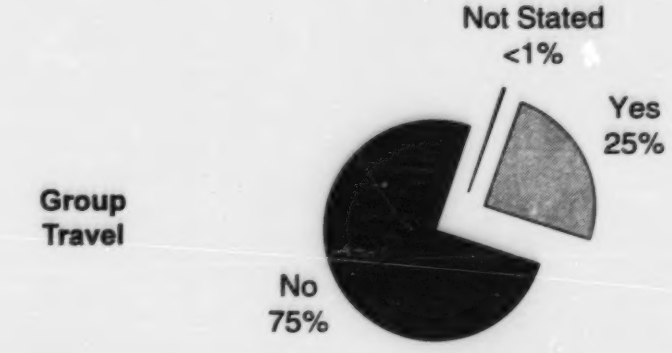


Did they purchase a prepaid package and did they travel in an organized group or independently?

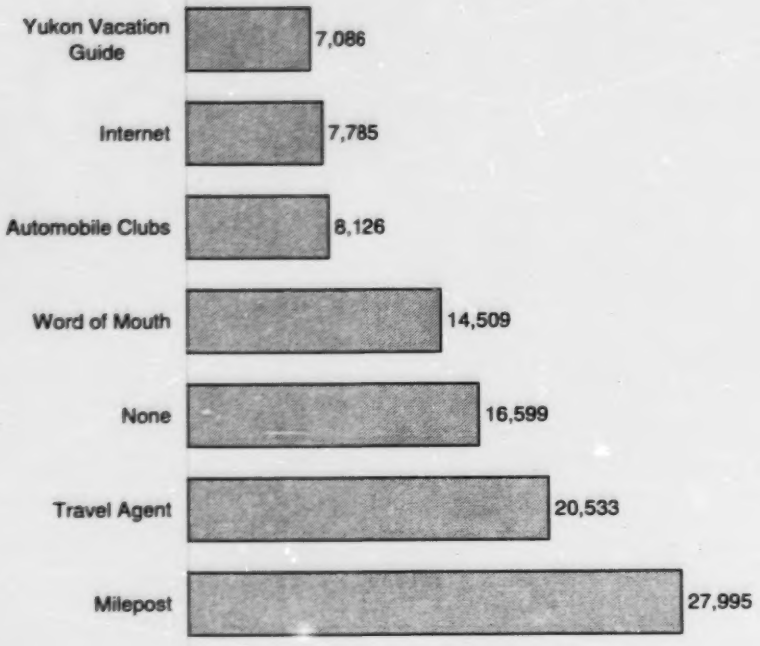
The graph on the right shows that in 1999, 29% of visitor parties purchased a prepaid package trip. In 1994, 28% of visitor parties purchased a prepaid package trip.

In 1999, 25% of visitor parties travelled in an organized tour group (the same question was not asked in the 1994 survey).





HOW DID THEY PLAN FOR THEIR VISIT ?

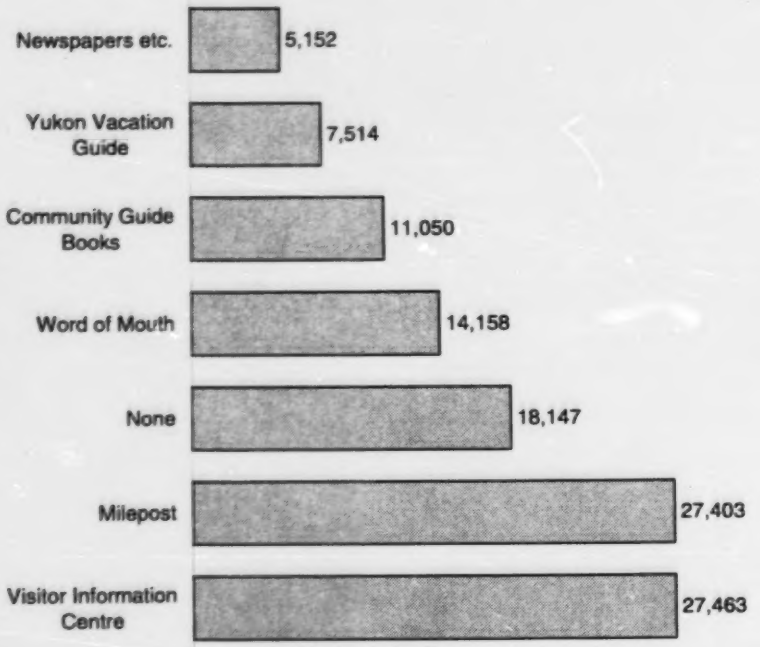


What sources of information did they use to plan their visit to the Yukon?

The graph on the left shows that the most frequently mentioned sources of information were the Milepost (mentioned 27,995 times or 28% of the time), travel agents (mentioned 20,533 times or 21% of the time), and word of mouth (mentioned 14,509 times or 15% of the time).

Note: visitors were able to choose more than one source of information.

Note: some visitors reported not using any sources of information to plan their trip.



What sources of information did they use <u>during</u> their visit to the Yukon?

The graph on the left shows the various sources of information from the least to the most used. The most frequently mentioned source of information were Visitor Information Centres (mentioned 27,463 times or 28% of the time).

Note: visitors were able to choose more than one source of information.

Note: some visitors reported not using any sources of information during their trip.

1999 Yukon Visitor Exit Survey

Field Operations - May to September, 1999

Yukon
Executive Council Office
Bureau of Statistics

APPENDIX ONE - YES QUESTIONAIRE

SECTION 1

■ **1.** **Including yourself, how many people are travelling in your <u>immediate travel party</u> *{sharing expenses, experiences, or decisions}*?**

_____ persons

■ **2.** **How many people in your <u>immediate travel party</u> are in each of these age categories?**

	<12	12-17	18-24	25-34	35-44	45-54	55-64	65+
Male								
Female								

■ **3.** **How many <u>different households</u> are represented in your immediate travel party?**

_____ households

■ **4.** **What country are you from?**

☐ Canada: **Province:** _____ **Postal Code:** _____ (☐ Don't know)
☐ U.S.A. **State:** _____ **Zip Code:** _____ (☐ Don't know)
☐ Other **Country:** _____

■ **5.** **Which of the following reasons best describes the <u>primary purpose</u> of this trip?**
{Select one only - interviewer probe}

■ **BUSINESS**
- ☐ Corporate Business
- ☐ Government Business
- ☐ Business Incentive Travel
- ☐ Conventions/Conferences
- ☐ Other {specify}: _____

or

■ **PLEASURE**
- ☐ Touring
- ☐ Visiting friends/relatives
- ☐ Participating in or attending sports events
- ☐ Experiencing Yukon history
- ☐ Attending arts and/or cultural events
- ☐ Wilderness adventure
- ☐ Other {specify}: _____

or

■ **PERSONAL**
- ☐ Funeral
- ☐ Relocation
- ☐ Work/job {specify}: _____
- ☐ Illness
- ☐ Other {specify}: _____

■ **6.** **What was your destination on this trip?** (mark all that apply)
- ☐ None, just travelling/ passing through the Yukon
- ☐ Yukon - **where in the Yukon?** _____
- ☐ Alaska
- ☐ N.W.T.
- ☐ B.C. - **where in B.C.?**
- ☐ Other {specify}: _____

■ **7.** **Would you describe this trip as a prepaid package trip** *{which includes accommodation and/or transportation}*?

☐ Yes ☐ No

└ **Was it puchased <u>directly</u> from a Yukon business?**
☐ Yes ☐ No ☐ Don't know

■ **8.** **While visiting the Yukon, did you mostly travel:**
- ☐ in an organized tour group; or
- ☐ independently

■ **9. In which of the following activities did you or someone in your household participate while in the Yukon?** (read aloud and mark all that apply)

yes	no	
☐	☐	visiting friends and relatives
☐	☐	visiting natural attractions and unique natural features
☐	☐	visiting historic sites, museums or interpretive centres
☐	☐	shopping
☐	☐	taking a guided walk or community tour
☐	☐	gambling
☐	☐	gold panning
☐	☐	attending Yukon Indian cultural activity or event
☐	☐	attending other cultural event
☐	☐	attending arts events, including music festivals
☐	☐	attending sporting events or sporting activities

outdoor/ wilderness activities such as:

yes	no		(if yes) Was it guided?	yes	no	d/ k	refused
☐	☐	hunting		☐	☐	☐	☐
☐	☐	fishing		☐	☐	☐	☐
☐	☐	canoeing, rafting or kayaking		☐	☐	☐	☐
☐	☐	motor boating		☐	☐	☐	☐
☐	☐	gold panning		☐	☐	☐	☐
☐	☐	walking, backpacking or hiking		☐	☐	☐	☐
☐	☐	horseback trail riding		☐	☐	☐	☐
☐	☐	biking		☐	☐	☐	☐
☐	☐	wildlife watching		☐	☐	☐	☐
☐	☐	other { specify}: _____		☐	☐	☐	☐

Did you take part in a wilderness adventure trip? ☐ ☐ ☐ ☐

(Interviewer note: if yes, then complete one Wilderness Adventure Supplement for EACH separate trip.)

☐ ☐ Other activities {specify}: _____

☐ None, just travelling/ passing through

■ **10. What DIDN'T YOU DO in the Yukon that you had planned to do? ☐nothing (go to q. 11)**

Why didn't you do that?

■ **11. What DID YOU DO in the Yukon that you hadn't planned to do? ☐nothing (go to q. 12)**

Why did you do that?

■ **12. I WOULD LIKE TO TRACE ON THIS MAP THE ROUTE(S) YOU HAVE TRAVELLED.**

> Interviewer Instruction:
> Print "**ENTER**" where they *(HOUSEHOLD)* entered Yukon and "**EXIT**" where they are exiting the Yukon. Indicate with an "X" where they stayed the night and a Ⓢ where stops were made along the way. Indicate with an **->** or **<-** the direction of their travel.
>
> *(Remember to record air & river travel)*

■ **13. In total, how many nights have you been away from home?**

_____ nights (if 0 go to question 16) ☐ Don't know

■ **14. How many of these nights did you spend...**

in the Yukon _____ nights ☐ Don't know **(Interviewer Note: Please check Yukon nights on map)*

Alaska _____ nights ☐ Don't know

Other _____ nights ☐ Don't know

**(Interviewer Note: Questions 13 & 14 should balance)*

■ **15. What type of accommodation did you use while in the Yukon?**

(Do not read)			*For each, ask* **How many nights?**
☐ homes of friends or family			_____ nights
☐ roadside/pullout			_____ nights
☐ hotel/motel			_____ nights
☐ bed & breakfast			_____ nights
☐ lodge/camp/cabin			_____ nights
☐ Government campground			_____ nights
Did you mainly tent?	☐ yes	☐ no	
☐ Commercial campground			_____ nights
Did you mainly tent?	☐ yes	☐ no	
☐ camping in the bush			_____ nights
☐ other {specify: _____ }			_____ nights

**(Interviewer Note: Question 15 should balance to nights in the Yukon)*

■ **16. WHILE IN THIS YUKON, what is your best estimate of the total expenditures by your household? PLEASE INCLUDE all spending IN THE YUKON whether paid for by cash, travellers cheque or credit card. DON'T INCLUDE any prepaid (package) expenses or spending outside of the Yukon?**

$ _____ (Total)

Was it in: ☐ Canadian $ ☐ U.S. $ ☐ Other?: _____

■ **16.1 Does your total include the following?** *(read aloud and mark all that apply)*

yes	no		*if yes, ask* **How much did your party spend?**
☐	☐	Transportation within the YUKON?	$ _____
☐	☐	Accommodation?	$ _____
☐	☐	Groceries and alcoholic beverages?	$ _____
☐	☐	Meals and refreshments in restaurants or bars?	$ _____
☐	☐	Outdoor/wilderness activities?	$ _____
☐	☐	Entertainment and recreation? *(including arts and cultural events)*	$ _____
☐	☐	Yukon Indian arts, crafts and souvenirs	$ _____
☐	☐	Other Yukon made arts, crafts & souvenirs	$ _____
☐	☐	Other shopping and souvenirs?	$ _____
☐	☐	Other expenses? {specify: _____ }	$ _____

■ **17. What was your MAIN MODE of transportation WHILE IN THE YUKON?** *(mark only one)*

☐ Aircraft/ Helicopter ☐ Bus/ Coach
☐ Car/ Truck/ Van ☐ Motorhome/ R.V./ Converted Bus
☐ Camperized Truck/ Van ☐ Other {specify: _____ }
☐ Boat - canoe,kayak, raft, motorboat

Was it a rental vehicle? ☐ yes ☐ no

■ **18. Did you request a copy of the 1999 Yukon Vacation Guide?**
☐ Yes ☐ No ☐ d/k ☐ Refused
└ **Did you receive a copy?** ☐ Yes ☐ No ☐ d/k

■ **19. What sources of information did you use when PLANNING your visit to the Yukon?**
(don't read - mark all that apply)

☐ NONE
☐ Word of Mouth
☐ Travel Show
☐ Magazine Advertisement
☐ Milepost
☐ Tour Operator or Travel Agent
☐ Other {specify}: _____
☐ Adventure in the Yukon brochure
☐ 1999 Yukon Vacation Guide
☐ Magazine/ Newspaper Story
☐ Automobile Club
☐ TV show or commercial
☐ In-flight promotions
☐ Yukon official road map
☐ The Travellers Guide 1999 Yukon Edition
☐ Internet
☐ Tour Yukon Web Site
☐ Yukon Wild Web Site
☐ Other Web Sites {Specify}: _____

APPENDIX ONE - VES QUESTIONAIRE

For each of the following not marked as used when planning ask,

■ 19.1 **Are you aware of the** *(read list)* **as a source of information?** *(read aloud and mark all that apply)*

yes	no	
☐	☐	1999 Yukon Vacation Guide
☐	☐	Adventure in the Yukon brochure
☐	☐	In-flight promotional information on the Yukon
☐	☐	Yukon official road map
☐	☐	The Travellers Guide 1999 - Yukon Edition
☐	☐	Tour Yukon Web Site
☐	☐	Yukon Wild Web Site

■ 20. **When planning your trip did you expect to be able to see wildlife while travelling in the Yukon?**
☐ Yes ☐ No ☐ d/k ☐ Refused

■ 21. **At that time did you seek out information specifically about wildlife viewing opportunities in the Yukon?**
☐ Yes ☐ No ☐ d/k ☐ Refused

■ 22. **What sources of information did you use DURING your trip through the Yukon?**
(don't read - mark all that apply)

☐ NONE
☐ Word of Mouth
☐ Visitor Reception Centre
☐ Milepost
☐ Yukon Gold Explorer's Passport
☐ 1999 Yukon Vacation Guide
☐ Adventure in the Yukon brochure
☐ Community Travel Guide
☐ Yukon Newspaper, Visitor Supplement
☐ Local tour company or booking agent
☐ Automobile Club/ Association
☐ Other {specify}: _____

■ 23. **During your trip did you seek out information specifically about wildlife viewing opportunities in the Yukon?**
☐ Yes ☐ No ☐ d/k ☐ Refused

If yes, **Did you use any of the following sources?** *(read aloud and mark all that apply)*

yes	no	
☐	☐	1999 Yukon Vacation Guide
☐	☐	Yukon's Wildlife Viewing Guide
☐	☐	highway roadside information panels or exhibits
☐	☐	campground interpretive walks and talks
☐	☐	interpretive facilities such as those at Swan Haven, Sheep Mountain or Tombstone

■ 24. **When did you decide to make this trip?**
19_____year _____ month ☐ Don't Know

■ 25. **Have you visited the Yukon before?**
☐ Yes ☐ No ☐ Travelled through

■ **26. Do you plan to visit the Yukon again?**

☐ Yes - *if yes ask,* Why? _____

☐ Undecided

☐ No - *if no ask,* Why Not? _____

■ **27. Overall how would you rate your visit to the Yukon? Was your visit:**

☐ better than expected
☐ as expected
☐ worse than expected

■ **28. Overall do you feel you received value for your money?**

☐ Yes ☐ No ☐ Don't Know

■ **29. Looking back on your trip, what was the SINGLE MOST NEGATIVE thing about your visit to this Yukon?**

■ **30. Looking back on your trip, what was the SINGLE MOST POSITIVE thing about your visit to this Yukon?**

** (Interviewer Note: if charter bus/motorcoach traveller skip to question 32)*

■ **31. What would have encouraged you to stay longer in the Yukon**

■ **32. Before coming to the Yukon, what images came to mind when thinking about visiting this Yukon?**

■ **33. A year from now, when remembering or talking about the Yukon, what images do you think will come to mind?**

Thank you for your participation.

MAIN SURVEY RESULTS

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF PARTIES AND VISITORS TO THE YUKON

	1987	1994	1999
Parties	88,500	88,100	98,854
Visitors	193,708	206,800	232,766
Average Party Size	2.2	2.3	2.4

	Percentage Change		
	1987 to 1994	1987 to 1999	1994 to 1999
Parties	<1%	12%	12%
Visitors	7%	20%	13%

This table is derived from Question 1 of the 1999 Main Questionaire (Page 30). See page 10 for additional information.

TOTAL NUMBER OF VISITORS TO THE YUKON BY GENDER (%)

	1987	1994	1999
Men	50%	51%	53%
Women	50%	49%	47%
Total	**100%**	**100%**	**100%**

This table is derived from Question 2 of the 1999 Main Questionaire (Page 30). See page 11 for additional information.

TOTAL NUMBER OF VISITORS TO THE YUKON BY GENDER AND AGE GROUP(%)

	1994			1999		
Age Categories	**Men**	**Women**	**Total**	**Men**	**Women**	**Total**
Younger than 12	8%	7%	7%	5%	7%	6%
12 to 17	4%	4%	4%	5%	3%	4%
18 to 24	6%	8%	7%	6%	5%	5%
25 to 34	13%	10%	11%	11%	8%	10%
35 to 44	15%	12%	13%	13%	12%	13%
45 to 54	16%	16%	16%	12%	13%	12%
55 to 64	17%	20%	19%	22%	30%	26%
Older than 65	22%	24%	23%	26%	22%	24%
Total	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

The age categories for 1987 are not comparable to 1994 or 1999.
This table is derived from Question 2 of the 1999 Main Questionaire (Page 30). See page 11 for additional information.

TOTAL NUMBER OF PARTIES TO THE YUKON BY ORIGIN

	1987	1994	1999
Canada	15,045	15,329	15,751
Overseas	3,540	8,426	11,819
U.S.A.	69,915	64,327	70,927
Not Stated	0	18	357
Total	**88,500**	**88,100**	**98,854**

	1987	1994	1999
Canada	17%	17%	16%
Overseas	4%	10%	12%
U.S.A.	79%	73%	72%
Not Stated	0%	<1%	<1%
Total	**100%**	**100%**	**100%**

This table is derived from Question 4 of the 1999 Main Questionnaire (Page 30). See page 12 for additional information.

TOTAL NUMBER OF PARTIES TO THE YUKON BY DETAILED ORIGIN

Canadian Visitor Parties		Overseas Visitor Parties		U.S.A. Visitor Parties	
B.C.	6,551	Germany	4,392	Alaska	18,434
Ontario	3,475	Australia	1,669	California	5,293
Alberta	2,538	United Kingdom	1,358	Florida	3,892
N.W.T.	1,358	France	962	Texas	3,726
Quebec	532	Switzerland	922	Washington	3,324
Manitoba	510	Israel	595	Minnesota	2,718
Saskatchewan	367	Austria	563	Illinois	2,432
Nova Scotia	256	Netherlands	437	New York	2,145
Other	164	Other	921	Oregon	2,050
Total	**15,751**	**Total**	**11,819**	Alabama	2,043
				Other	24,870
				Total	**70,927**

This table is derived from Question 4 of the 1999 Main Questionnaire (Page 30). See page 12 and 13 for additional information.

TOTAL NUMBER OF VISITORS TO THE YUKON BY PURPOSE OF THE TRIP

	1987	1994	1999
Business	9%	13%	5%
Personal	N/A	N/A	13%
Pleasure	86%	87%	81%
Business and Pleasure	5%	N/A	N/A
Total	**100%**	**100%**	**100%**

This table is derived from Question 5 of the 1999 Main Questionnaire (Page 30). See page 14 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF VISITORS AND PARTIES TO THE YUKON BY MODE OF TRANSPORTATION

	1994		1999	
	Visitors	**Parties**	**Visitors**	**Parties**
Car, Truck or Van	105,669	43,990	110,960	47,079
Bus or Motorcoach	42,991	20,922	54,204	21,753
Motorhome, RV or Camperized Bus	37,683	13,848	45,999	19,055
Camperized Car, Truck or Van	11,033	4,972	13,253	6,129
Boat	N/A	N/A	3,289	1,457
Air	2,363	1,060	1,977	1,054
Other	7,061	3,308	3,084	2,327
Total	**206,800**	**88,100**	**232,766**	**98,854**

	1994		1999	
	Visitors	**Parties**	**Visitors**	**Parties**
Car, Truck or Van	51%	50%	48%	48%
Bus or Motorcoach	21%	24%	23%	22%
Motorhome, RV or Camperized Bus	18%	16%	20%	19%
Camperized Car, Truck or Van	5%	6%	6%	6%
Boat	N/A	N/A	1%	1%
Air	1%	1%	1%	1%
Other	3%	4%	1%	2%
Total	**100%**	**100%**	**100%**	**100%**

This table is derived from Question 17 of the 1999 Main Questionnaire (Page 33). See page 15 for additional information.

TOTAL NUMBER OF PARTIES TO THE YUKON BY RENTAL VEHICLE

	1994	1999
Yes	12,584	15,190
No	75,516	83,664
Total	**88,100**	**98,854**

	1994	1999
Yes	14%	15%
No	86%	85%
Total	**100%**	**100%**

This table is derived from Question 17.1 of the 1999 Main Questionnaire (Page 33). See page 16 for additional information.

MOST FREQUENTLY MENTIONED ACTIVITY BY VISITORS TO THE YUKON

	Number of Times Mentioned	Percentage of Visitors
Visiting Natural Attractions	162,051	70%
Shopping	148,858	64%
Visiting Museums and Historic Sites	141,632	61%
Wildlife Watching	89,861	39%
Walking, Backpacking or Hiking	59,122	25%
Nothing	36,727	16%
Guided Walk or Community Tour	36,266	16%
Gambling	33,566	14%
Gold Panning	27,111	12%
Other Cultural Event	25,708	11%
Visting Friends and Relatives	20,220	9%
Arts Events	17,991	8%
Yukon Indian Cultural Event	16,575	7%
Fishing	13,745	6%
Other Activities	11,066	5%
Canoeing, Rafting or Kayaking	9,543	4%
Motor Boating	9,357	4%
Other Outdoor/ Wilderness Activities	5,742	2%
Sporting Events	4,770	2%
Biking	4,675	2%
Horseback Riding	2,257	1%
Hunting	493	<1%

This table is derived from Question 9 of the 1999 Main Questionnaire (Page 31). See page 16 for additional information.

TOTAL NUMBER OF VISITORS AND PARTIES TO THE YUKON BY LENGTH OF STAY

	1994		1999	
	Visitors	Parties	Visitors	Parties
Less Than 1 Night	421	209	23,993	9,430
1 to 2 Nights	86,037	36,777	92,595	38,876
3 to 5 Nights	61,050	26,629	74,029	30,283
6 to 7 Nights	12,343	5,477	15,654	7,170
8 or More Nights	19,719	8,947	26,495	13,095
Not Stated	27,230	10,061	N/A	N/A
Total	**206,800**	**88,100**	**232,766**	**98,854**

	1994		1999	
	Visitors	Parties	Visitors	Parties
Less Than 1 Night	<1%	<1%	10%	10%
1 to 2 Nights	42%	42%	40%	39%
3 to 5 Nights	30%	30%	32%	31%
6 to 7 Nights	6%	6%	7%	7%
8 or More Nights	10%	10%	11%	13%
Not Stated	13%	11%	N/A	N/A
Total	**100%**	**100%**	**100%**	**100%**

This table is derived from Question 14 of the 1999 Main Questionnaire (Page 32). See page 17 for additional information.

APPENDIX TWO - DETAILED TABLES

TOTAL NUMBER OF PARTIES TO THE YUKON BY MAIN ACCOMMODATION

Type of Accommodation	Number of Parties	Percentage of Parties
Bed & Breakfast	2,020	2%
Camping in the Bush	2,349	2%
Lodge/ Camp/ Cabin	2,778	3%
Friends/ Relatives	5,367	5%
Roadside/ Pullout	6,423	6%
Government Campground	17,954	18%
Commercial Campground	21,194	21%
Hotel/ Motel	42,795	43%
Not Stated	19,222	19%
Other	2,298	2%

This table is derived from Question 15 of the 1999 Main Questionnaire (Page 32). See page 17 for additional information.

TOTAL NUMBER OF VISITORS AND PARTIES TO THE YUKON BY TRIP RATING

	1994		1999	
	Visitors	Parties	Visitors	Parties
Better Than Expected	N/A	N/A	114,342	48,983
As Expected	N/A	N/A	99,442	44,001
Worse Than Expected	N/A	N/A	5,797	2,531
Not Stated	N/A	N/A	13,185	3,339
Total	**206,800**	**88,100**	**232,766**	**98,854**

	1994		1999	
	Visitors	Parties	Visitors	Parties
Better Than Expected	N/A	N/A	49%	50%
As Expected	N/A	N/A	43%	45%
Worse Than Expected	N/A	N/A	3%	2%
Not Stated	N/A	N/A	5%	3%
Total	**100%**	**100%**	**100%**	**100%**

This table is derived from Question 27 of the 1999 Main Questionnaire (Page 35). See page 19 for additional information.

TOTAL NUMBER OF VISITORS AND PARTIES TO THE YUKON BY VALUE FOR MONEY

	1994		1999	
	Visitors	Parties	Visitors	Parties
Yes	186,272	79,180	203,088	88,169
No	13,683	5,491	8,093	3,847
Don't Know / Not Stated	6,845	3,429	21,585	6,838
Total	**206,800**	**88,100**	**232,766**	**98,854**

	1994		1999	
	Visitors	Parties	Visitors	Parties
Yes	90%	90%	87%	89%
No	7%	6%	4%	4%
Don't Know / Not Stated	3%	4%	9%	7%
Total	**100%**	**100%**	**100%**	**100%**

This table is derived from Question 28 of the 1999 Main Questionnaire (Page 35). See page 19 for additional information.

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

TOTAL SPENDING BY VISITORS TO THE YUKON

	1994	1999	% Change
Total Spending	$50,209,183	$62,678,042	25%
Spending Per Party	$338	$422	25%
Spending Per Person Per Night	$70	$74	6%

This table is derived from Question 1 and 16 of the 1999 Main Questionnaire (Page 32). See page 20 and 21 for additional information.

TOTAL SPENDING PER PARTY PER NIGHT IN THE YUKON

	1994	1999
Zero	2,389	508
$25 or less	3,015	5,013
$26 to $50	5,868	6,927
$51 to $75	7,485	8,821
$76 to $100	9,722	9,817
$100 or more	49,561	67,768
Not Stated	10,060	N/A
Total	**88,100**	**98,854**

	1994	1999
Zero	3%	1%
$25 or less	3%	5%
$26 to $50	7%	7%
$51 to $75	8%	9%
$76 to $100	11%	10%
$100 or more	56%	69%
Not Stated	11%	N/A
Total	**100%**	**100%**

This table is derived from Question 14 and 16 of the 1999 Main Questionnaire (Page 32). See page 21 for additional information.

TOTAL SPENDING BY VISITORS TO THE YUKON BY ORIGIN

	1994	1999
Canada	$16,456,054	$16,651,142
Overseas	$8,940,462	$13,165,018
U.S.A.	$24,812,667	$32,554,392
Not Stated	N/A	$397,490
Total	**$50,209,183**	**$62,768,042**

This table is derived from Question 4 and 16 of the 1999 Main Questionnaire (Page 30 and 32). See page 22 for additional information.

APPENDIX TWO - DETAILED TABLES

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

AVERAGE SPENDING BY EACH PARTY TO THE YUKON BY ORIGIN

	1994	1999
Canada	$559	$775
Overseas	$591	$671
U.S.A.	$294	$333
Total	**$338**	**$422**

This table is derived from Question 1, 4 and 16 of the 1999 Main Questionnaire (Page 30 and 32). See page 22 for additional information

TOTAL SPENDING BY PARTIES TO THE YUKON BY MODE OF TRANSPORTATION

	1994	1999
Car, Truck or Van	$21,857,959	$28,096,557
Bus or Motorcoach	$9,612,978	$12,168,567
Motorhome, RV or Camperized Bus	$8,330,655	$13,862,830
Camperized Car, Truck or Van	$2,157,544	$3,374,671
Boat	N/A	$1,957,552
Air	$1,120,240	$986,281
Other	$7,129,807	$2,231,584
Total	**$50,209,183**	**$62,678,042**

This table is derived from Question 16 and 17 of the 1999 Main Questionnaire (Page 32 and 33). See page 23 for additional information

AVERAGE SPENDING BY EACH PARTY TO THE YUKON BY MODE OF TRANSPORTATION

	1994	1999
Car, Truck or Van	$264	$346
Bus or Motorcoach	$418	$411
Motorhome, RV or Camperized Bus	$417	$518
Camperized Car, Truck or Van	$327	$381
Boat	N/A	$932
Air	$358	$372
Other	$521	$562
Total	**$338**	**$422**

This table is derived from Question 1, 16 and 17 of the 1999 Main Questionnaire (Page 30, 32 and 33). See page 23 for additional information

Note: the 1994 expenditure figures have been adjusted for inflation and reported in 1999 equivalent dollars.

TYPICAL SPENDING OF $100 BY VISITORS TO THE YUKON BY ORIGIN

	Visitor Origin			
	Canada	U.S.A.	Overseas	Total
Transportation	$26	$30	$22	$29
Accommodation	$21	$25	$29	$25
Groceries and Alcoholic Beverages	$12	$6	$8	$7
Meals in Restaurants	$19	$20	$17	$20
Outdoor/ Wilderness Activities	$1	$1	$4	$1
Entertainment and Recreation	$4	$6	$5	$6
Yukon Indian Arts and Crafts	$2	$1	$3	$1
Other Yukon-made Arts and Crafts	$3	$2	$3	$2
Shopping and Souvenirs	$10	$7	$7	$7
Other Expenses	$2	$2	$2	$2
Total	**$100**	**$100**	**$100**	**$100**

This table is derived from Question 1, 4, 16 and 16.1 of the 1999 Main Questionnaire (Page 30, 32 and 33). See page 24 for additional information.

TYPICAL SPENDING OF $100 BY VISITORS TO THE YUKON BY MODE OF TRANSPORTATION

	Car, Truck or Van	Camp. Car, Truck or Van	Motor home, RV or Camp. Bus	Bus or Motor coach	Boat	Air	Other
Transportation	$35	$47	$42	<$1	$18	$16	$17
Accommodation	$19	$13	$10	$54	$12	$21	$28
Groceries and Alcoholic Beverages	$8	$12	$12	$1	$8	$9	$11
Meals in Restaurants	$20	$13	$16	$24	$18	$33	$23
Outdoor/ Wilderness Activities	$1	$1	$1	<$1	$10	$2	$7
Entertainment and Recreation	$4	$3	$6	$11	$2	$4	$2
Yukon Indian Arts and Crafts	$1	$1	$2	<$1	$2	$1	$1
Other Yukon-made Arts and Crafts	$2	$2	$2	$2	$4	$2	$3
Shopping and Souvenirs	$7	$6	$7	$7	$25	$11	$6
Other Expenses	$3	$2	$2	$1	$1	$1	$2
Total	**$100**	**$100**	**$100**	**$100**	**$100**	**$100**	**$100**

This table is derived from Question 1, 16, 16.1 and 17 of the 1999 Main Questionnaire (Page 30, 32 and 33). See page 25 for additional information.

YEAR PARTIES DECIDED TO VISIT THE YUKON

	Parties	%
Before 1990	697	1%
1990 to 1996	3672	4%
1997	4257	4%
1998	26959	27%
1999	59675	60%
Not Stated	3594	4%
Total	**98,854**	**100%**

This table is derived from Question 24 of the 1999 Main Questionnaire (Page 34). See page 26 for additional information.

APPENDIX TWO - DETAILED TABLES

VISITORS AND PARTIES THAT PURCHASED A PREPAID PACKAGE AND/ OR TRAVELLED IN AN ORGANIZED TOUR GROUP

	Prepaid Package		Group Travel	
	Visitors	**Parties**	**Visitors**	**Parties**
Yes	71,695	28,386	60,072	24,281
No	158,534	69,692	171,186	74,216
Not Stated	2,537	776	1,508	357
Total	**232,766**	**98,854**	**232,766**	**98,854**
	Visitors	**Parties**	**Visitors**	**Parties**
Yes	31%	29%	26%	25%
No	68%	70%	74%	75%
Not Stated	1%	1%	1%	<1%
Total	**100%**	**100%**	**100%**	**100%**

This table is derived from Question 7 and 8 of the 1999 Main Questionnaire (Page 30). See page 26 for additional information.

SOURCES PARTIES USED TO PLAN THEIR VISIT TO THE YUKON PRIOR TO ARRIVING IN THE YUKON

Planning - Before

	Parties	Percentage
Milepost	27,995	28%
Travel Agent	20,533	21%
None	16,599	17%
Word of Mouth	14,509	15%
Automobile Clubs	8,126	8%
Internet	7,785	8%
Yukon Vacation Guide	7,086	7%

These tables are derived from Question 19 of the 1999 Main Questionnaire (Page 33). See page 27 for additional information.

SOURCES PARTIES USED TO PLAN THEIR VISIT TO THE YUKON AFTER ARRIVING IN THE YUKON

Planning - During

	Parties	Percentage
Visitor Information Centre	27,463	28%
Milepost	27,403	28%
None	18,147	18%
Word of Mouth	14,158	14%
Community Guide Books	11,050	11%
Yukon Vacation Guide	7,514	8%
Newspapers etc.	5,152	5%

These tables are derived from Question 22 of the 1999 Main Questionnaire (Page 34). See page 27 for additional information.